	$ PRICE GAP			% PRICE GAP		
	OLD	NEW	DIFF.	OLD	NEW	DIFF.
NOV 26,1994	0.60	0.64	0.04	45.5%	49.6%	4.1%
DEC 3,1994	0.60	0.64	0.04	45.7%	49.6%	3.9%
DEC 10,1994	0.58	0.62	0.04	43.8%	47.7%	3.9%
DEC 17,1994	0.56	0.61	0.05	42.2%	47.3%	5.1%

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Timing of Reports

notes for pricing panel

unified data source

— pricing
share
causal data in one database
before — was in separate databases
in same nielsen data store as nielsen

didn't have store level share in it was a 1 week lag

cost — not extra $50,000/mo — it was collected
because nielsen is collecting data in separately
same weekly audits

unify pricing reporting — share + price in one report

gap new vs old ?
was 5¢ higher

gap now — 2 or 3¢

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